Abstract

E-Commerce is a new shopping system, buyers and sellers can make transactions easily on the application. Now many sellers are choosing to switch to the E-Commerce system, with many sellers of course the competition is very high. The seller must think the sales strategy in E-Commerce, which is knowing the products trend and level competition of the product. However, due to the large number of sellers, get products trend and analyzing product competition is very difficult and not easy and even takes a lot of time, using data mining to analyze this can be done easily compared to analyzing manually.

In its application, the data mining algorithm especially for grouping is k-means, which is a technique that K value is determined first, and K groups are collected according to the object proposed by the central group. The data is collected from e-commerce where the data is buyer reviews, and to collect data we using web scraping.

For the implementation application will be website-based, users will enter a product keyword like product name, category product and date range. The system will visualize trend graphic and showing total sales.

Keywords: *E-Commerce, Data Mining, K-Means, Web, Product Analysis.*